

7 ways to encourage members to become volunteers for your Local group

1 Address the barriers

Take some time with your committee to think about the factors that discourage your members from volunteering for the group. Do they have other responsibilities, lack confidence or is there a general lack of awareness that their help is needed? Whatever they are, once you have established the barriers you can put a plan of action in place to help your members try to overcome them.

2 Start with small asks

Stepping up to a committee position can be daunting, so why not ask your members to first become involved on a smaller scale. Once someone's foot is through the door it will be a lot easier to ask them to take on a more prominent position within the group.

3 Be specific

Try to avoid open ended appeals for help; instead think carefully about the specific tasks that you need help with. With this in mind draft a simple role description which outlines the key responsibilities and most importantly the time commitment of the position. Members are much more likely to sign themselves up to something if they know what the commitment entails!

4 Consider splitting up roles

If you are having trouble filling a particular position, try splitting up the responsibilities between several roles. For example, instead of recruiting a Treasurer you could try to recruit one volunteer to manage day-to-day expenditure and another to put together and present the annual accounts. Splitting up key roles will help to encourage members with limited spare time or that may lack in confidence or skills to get involved.



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5 Make volunteering appealing

Think of ways to make the volunteering opportunities with your group enticing and worthwhile. Will volunteers be able to access training or gain any valuable skills for the work place? This will be particularly effective when trying to get young people or members who want to boost their CVs on board.



6 Make the most of your member's talents

Encourage members to think about what skills they can offer the group by doing a skills audit at your next meeting. Maybe someone is particularly savvy on social media, an avid baker, or has a network of business partners that you could tap into. Whatever their talents, if members feel like their help is valued they will be much more likely to offer it!

7 Encourage a culture of accountability

We know that there's a fine line, but it's important to be honest with your members and to clearly communicate how valuable volunteers are to your group. Try to encourage a culture where volunteering becomes the norm amongst members and not the exception – even if it's for just a few hours a year! Perhaps you could add a sentence to your membership form which gently outlines this expectation or mention it at your next AGM.

For information about how to recruit volunteers from outside of your membership check out our [Recruiting committee members](#) resource and The NCVOs guide to [Recruiting and recognising volunteers](#). Alternatively visit The Small Charities Coalition [website](#) for a whole list of further resources designed to help you with recruitment.